

This listing of claims will replace all prior versions, and listings, of claims in the application:

The Status of the Claims

1-12. (Cancelled)

13. (Previously Presented) A television audience measurement system for digital television equipment, wherein the digital television equipment is disposed in a statistically selected location, the television audience measurement system comprising:

a software agent adapted to read a program identification (PID) header from a data packet containing a portion of a tuned digital television program to identify the television program tuned by the digital television equipment, wherein the software agent is stored in memory associated with the digital television equipment and the PID header is broadcast with the data packet to enable the digital equipment to tune to a selected one of a plurality of minor channels broadcast in a major channel, wherein the software agent stores at least a portion of the PID header in association with a timestamp; and

a communication apparatus adapted to transmit at least one of the at least the portion of the PID header and media identification information obtained via the PID header to a remotely located central office.

14. (Original) The television audience measurement system of claim 13 wherein the digital television equipment comprises a receiver having a tuner, a microprocessor, memory, an operating system, and a video display unit.

15. (Original) The television audience measurement system of claim 13 wherein the digital television equipment is a set top box providing an analog television signal to an analog receiver.

16. (Original) The television audience measurement system of claim 13 wherein the digital television equipment comprises a set top box providing a digital television signal to a digital receiver.

17. (Original) The television audience measurement system of claim 13 wherein the digital television equipment comprises a set top box and a monitor.

18. (Original) The television audience measurement system of claim 13 wherein the digital television equipment comprises a personal computer provided with a television receiver.

19. (Original) The television audience measurement system of claim 13 wherein the digital television equipment includes a VCR.

20. (Original) The television audience measurement system of claim 13 wherein the digital television equipment includes a digital versatile disk player.

21. (Original) The television audience measurement system of claim 13 further comprising a person identification apparatus.

22-27. (Cancelled)

28. (Original) The television audience measurement system of claim 13 wherein the software agent is arranged to detect window activities conducted by an audience.

29. (Previously Presented) The television audience measurement system of claim 13 wherein the communication apparatus includes a serial port.

30. (Previously Presented) The television audience measurement system of claim 13 wherein the communication apparatus includes a parallel port.

31. (Previously Presented) The television audience measurement system of claim 13 wherein the communication apparatus includes a universal serial bus.

32. (Previously Presented) The television audience measurement system of claim 13 wherein the communication apparatus includes a firewire port.

33. (Previously Presented) The television audience measurement system of claim 13 wherein the communication apparatus is arranged to send the PID header to an Internet service provider via the Internet.

34. (Previously Presented) The television audience measurement system of claim 13 wherein the communication apparatus includes an intermediate data collector.

35. (Previously Presented) The television audience measurement system of claim 34 wherein the intermediate data collector includes a store and forward device, and wherein the store and forward device is arranged to send the PID header to the central office via a telephone line.

36. (Original) The television audience measurement system of claim 34 wherein the intermediate data collector is an Internet service provider.

37. (Original) The television audience measurement system of claim 34 wherein the intermediate data collector is a data collection facility located in the central office.

38. (Original) The television audience measurement system of claim 13 wherein the software agent is a software agent downloaded to the memory associated with the digital television equipment.

39. (Original) The television audience measurement system of claim 13 wherein the software agent is a plug in software agent of the digital television equipment.

40-60. (Cancelled)

61. (Currently Amended) A tangible computer-readable storage medium including a set of instructions which, when executed by a computer, provide a software agent stored in memory associated with digital television equipment, wherein the software agent is arranged to acquire television audience measurement data relative to the digital television equipment, the software agent comprising:

first instructions to store and timestamp at least a portion of a television program identification (PID) header from a data packet containing a portion of a tuned television program to identify the television program selected for viewing on the digital television equipment;

second instructions to log a co-transmitted datum transmitted in a same major channel as the television program selected for viewing on the digital television equipment, the co-transmitted datum being related to the tuned television program; and,

third instructions to log an Internet identification datum associated with an Internet task of the digital television equipment.

62. (Previously Presented) An apparatus for identifying a viewer selected television program from among a plurality of time overlapped television programs broadcast in a viewer selected broadcast channel and received by digital television program reception equipment, wherein the digital television program reception equipment has a data port to export tuned data, the apparatus comprising:

a reader connected to the data port to read program identifying data tuned by the digital television program reception equipment from among data exported from the digital television program reception equipment via the data port for use by a media device different from the digital television program reception equipment, wherein the data port operates in accordance with the IEEE 1394 protocol and the program identifying data read by the reader are identifier tags exported with the data in accordance with the IEEE 1394 protocol; and,

a memory to store the program identifying data.

63. (Original) The apparatus of claim 62 wherein the digital television program reception equipment is a digital converter.

64. (Original) The apparatus of claim 62 wherein the digital television program reception equipment is a personal computer.

65. (Original) The apparatus of claim 62 wherein the digital television program reception equipment is a digital television set.

66. (Previously Presented) The apparatus of claim 62, further comprising a communication device to transfer the program identifying data to a remote point.

67. (Original) The apparatus of claim 66 wherein the digital television program reception equipment is a digital converter.

68. (Original) The apparatus of claim 66 wherein the digital television program reception equipment is a personal computer.

69. (Original) The apparatus of claim 66 wherein the digital television program reception equipment is a digital television set.

70-78. (Cancelled)

79. (Previously Presented) A method implemented by a software agent stored in memory associated with digital television equipment, wherein the software agent is arranged to acquire television audience measurement data relative to the digital television equipment, the method comprising:

storing and time stamping at least a portion of a television program identification (PID) header from a data packet containing a portion of a tuned television program to identify the television program selected for viewing on the digital television equipment;

logging a co-transmitted datum transmitted in a same major channel as the television program selected for viewing on the digital television equipment, the co-transmitted datum being related to the tuned television program; and,

logging an Internet identification datum associated with an Internet task of the digital television equipment.

80. (Previously Presented) A method for identifying a viewer selected television program from among a plurality of time overlapped television programs broadcast in a viewer selected broadcast channel and received by digital television program reception equipment, wherein the digital television program reception equipment has a data port to export tuned data to a second media device, the method comprising:

intercepting program identifying data tuned by the digital television program reception equipment from among data exported from the digital television program reception equipment via the data port, wherein the data port operates in accordance with the IEEE 1394 protocol, the program identifying data includes identifier tags exported with the data in accordance with the IEEE 1394 protocol, and the program identifying data is exported to the second media device; and,

storing the program identifying data.

81. (Original) The method of claim 80 wherein the digital television program reception equipment is a digital converter.

82. (Original) The method of claim 80 wherein the digital television program reception equipment is a personal computer.

83. (Original) The method of claim 80 wherein the digital television program reception equipment is a digital television set.

84. (Previously Presented) The method of claim 80, further comprising communicating the program identifying data to a remote point.

85. (Original) The method of claim 84 wherein the digital television program reception equipment is a digital converter.

86. (Original) The method of claim 84 wherein the digital television program reception equipment is a personal computer.

87. (Original) The method of claim 84 wherein the digital television program reception equipment is a digital television set.

88. (Previously Presented) The television audience measurement system of claim 13 wherein the communication apparatus transmits the time stamps to the remotely located central office to facilitate compilation of audience measurement data.

89. (Previously Presented) The television audience measurement system of claim 13 wherein the communication apparatus is an output port of the digital television equipment.

90. (Previously Presented) The television audience measurement system of claim 89 wherein the output port outputs data in accordance with the IEEE 1394 protocol.

91. (Cancelled)

92. (Previously Presented) The software agent of claim 61 wherein the digital television equipment includes an output port to export at least one of the time stamped PID header, the co-transmitted datum, or the Internet identification datum.

93. (Previously Presented) The software agent of claim 92 wherein the output port outputs data in accordance with the IEEE 1394 protocol.

94. (Previously Presented) The apparatus of claim 62 wherein the reader time stamps the program identifying data.

95. (Cancelled)

96. (Cancelled)

97. (Cancelled)

98. (Cancelled)

99. (Previously Presented) The method of claim 79 further comprising exporting at least one of the time stamped PID header, the co-transmitted datum, or the Internet identification datum from the digital television equipment via an output port operating in accordance with the IEEE 1394 protocol.

100. (Previously Presented) The method of claim 80 further comprising time stamping the program identifying data.

101. (Cancelled)

102. (Previously Presented) The method of claim 84 further comprising time stamping the program identifying data.

103. (Cancelled)